PETER CARLETON

content marketing specialist

I'm a Montreal-based content marketing specialist who blends data and creativity to create industry-leading content. Over the past seven years, I've worked on a variety of content marketing projects as a writer, content strategist, account manager, marketing manager, and more. While my responsibilities have varied, my insatiable appetite for learning has been the driving force behind my ability to achieve results for each of my clients.

I enjoy solving problems and finding ways to leverage content to reach business goals, and am eager to embark on my next project, hopefully in the financial space. This portfolio showcases my experience in various areas of content marketing with visual representations of my approach to different projects.

MARKET RESEARCH

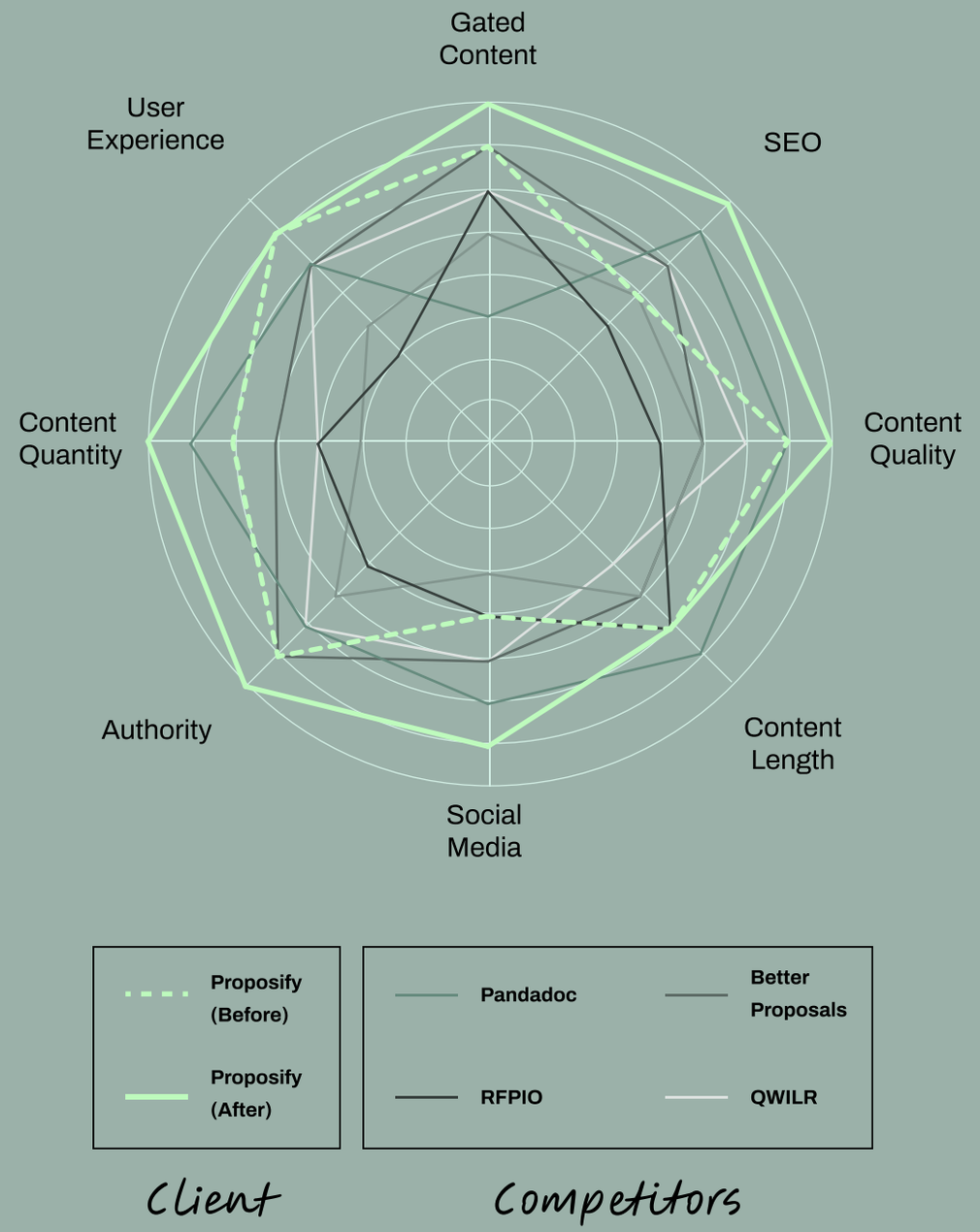
MarketMuse | Similarweb | UserTesting

Whether developing a content strategy, planning an editorial calendar or writing content, empathy is the core of my approach to content. While I tailor my approach to each project and client, I believe the foundation of effective content marketing is a thorough understanding of customers and stakeholders.

When I begin a project, I start by getting to know the client's business, market, customers, and the people driving their organization forward. In past projects, this has looked like:

Finder.com: Used user interviews, surveys, and heat maps to understand what drives audience behavior/actions, determine what information they are seeking and how to optimally structure pages.
LIFT Agency: Performed stakeholder interviews, landscape analyses and competitive research to inform UX/UI design decisions, information hierarchy, and content management.
Proposify: Leveraged surveys and interviews to create audience personas, performed content/SEO audits and competitive analysis to drive content strategy.

proposify: landscape analysis



content strategy

CONTENT STRATEGY

MarketMuse | Google Suite | SEMRush

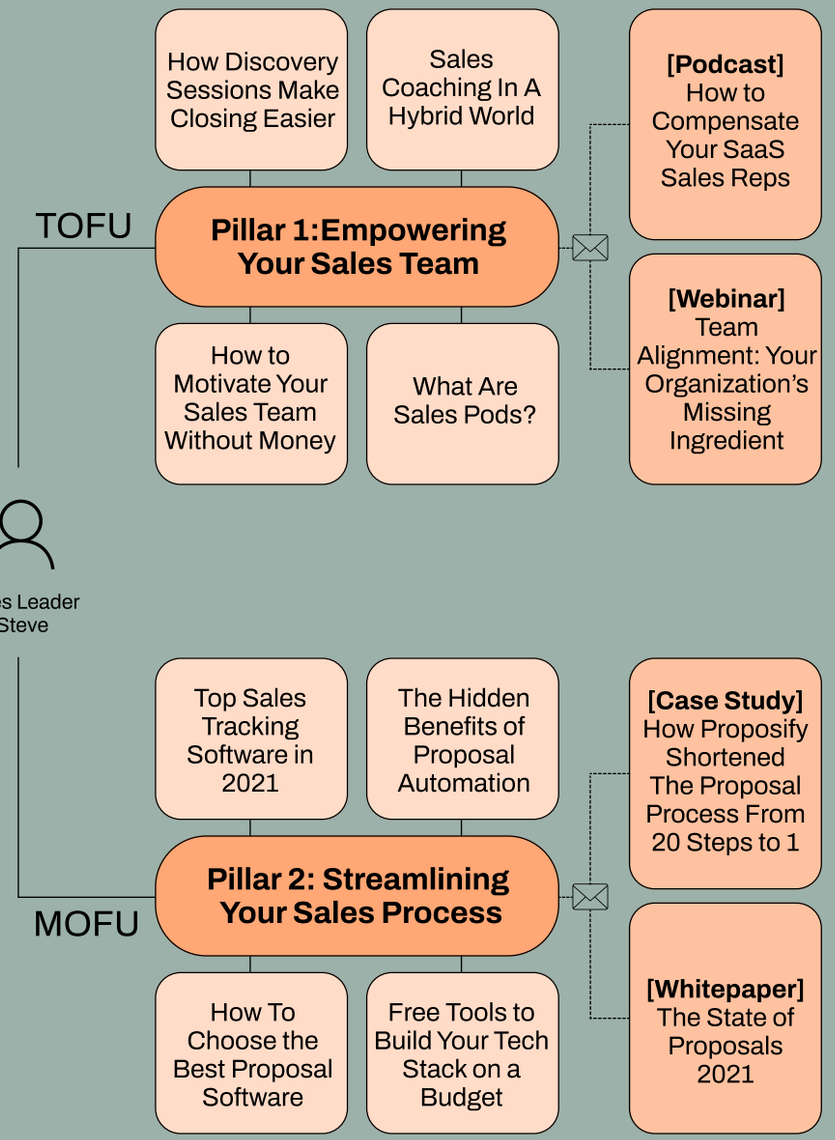
Using data to inform creative decisions, I create content systems that drive business outcomes. Whether my goal is to educate, build brand awareness, establish authority, or generate leads, I strive to deliver value to my audience at each stage of their journey.

Working with Proposify, our team developed two key audience personas based on customer surveys, audience research, and user interviews.

After combining these insights with a competitive analysis, SEO audit, and business goals, I developed a content strategy to drive traffic and build authority. This resulted in a 12-month editorial calendar complete with tone guidelines, content themes, pillar pages, various content formats, target keywords, editorial process, and distribution strategies.

By executing on this strategy, we were able to outperform competitors to secure front-page rankings for multiple high-volume keywords, drive newsletter and social media signups, generate leads, and build significant authority in the booming B2B sales niche.

proposify: persona & pillars


How Discovery Sessions Make Closing Easier
Sales Coaching In A Hybrid World
[Podcast] How to Compensate Your SaaS Sales Reps
TOFU
Pillar 1:Empowering Your Sales Team
[Webinar] Team Alignment: Your Organization's Missing Ingredient
How to Motivate Your Sales Team Without Money
What Are Sales Pods?
Sales Leader Steve
Top Sales Tracking Software in 2021
The Hidden Benefits of Proposal Automation
[Case Study] How Proposify Shortened The Proposal Process From 20 Steps to 1
Pillar 2: Streamlining Your Sales Process
MOFU
[Whitepaper] The State of Proposals 2021
How To Choose the Best Proposal Software
Free Tools to Build Your Tech Stack on a Budget

content management

CONTENT MANAGEMENT

MarketMuse | Google Suite | Asana | Wordpress

Beyond SEO and lead generation, quality content tells a brand's story and invites audiences to engage. I unlock the potential of consistent, effective content marketing by developing systems for planning, creating, distributing, and repurposing content.

While working for Right Source Marketing, I was assigned to streamline and manage the editorial process for Proposify. The project kicked off with an audit of their content library, analysis of their competitors, and discussion about their business and marketing objectives. Following that initial onboarding, I dug into their brand guidelines and read hundreds of articles in their niche to get familiar with their positioning, identify content gaps and opportunities, and align my tone of voice with their brand.

After reviewing their existing content creation process and tools and speaking with internal stakeholders, I began to refine the process with a goal of publishing four blog posts per month with as little internal friction as possible. Within the first month, I established a flexible 12-month editorial calendar tailored to their goals, events, and product releases and begun executing on my new process. My work allowed us to consistently publish four pieces of industry-leading content per month and achieve multiple front-page rankings for high-volume keywords, outperforming their competitors' content.

Plan
Identify goal, audience, content pillar, topic, keywords, SME, writer

Brief
Create outline with title, intent, headings, target keywords, links, then assign to writer

Write
Research, speak with SME, write first draft, request design needs

Review
Assign to SME/manager to review content, tone, keywords, design

Revise
Return to writer and designer for final revisions, upload to CMS

Publish
After final review, publish, distribute across channels, and track performance

see the result

CONTENT CREATION

MarketMuse | Google Suite | AnswerThePublic

The same passion for learning that initially drew me to writing motivates me to immerse myself into each topic I cover. My desire for sharing knowledge helps break down complex subjects into engaging, digestible information that resonates with my audience.

Over the course of my career, I've written hundreds of blogs, articles, white papers, ebooks, one-pagers, and other content formats for a wide variety of industries. From finance to investor relations, healthtech to SaaS and beyond, I pride myself in my ability to familiarize myself with my clients' business to create content that speaks to their audience. Though my objectives have varied depending on the project, my content has helped my clients improve search performance, strengthen their brand identity, generate leads, and build authority. Here are just a few pieces of content I'm proud of:

read my work

2020
CNote

Case Study | Finance

Does Impact Investing Equate to Lower Returns?

2021
Proposify

Blog | B2B SaaS

Proposal Best Practices: Data from Millions of Proposals

2021
InvestingAnswers

Article | Finance

Black Tuesday: The Wall Street Crash of 1929

2021
Q4

Blog | B2B SaaS

The Influence of ESG on Shareholder Behavior

2021
Westwicke

Blog | Healthtech

Challenges and Opportunities in Early Stage Biotech Funding

2022
Nickels

Blog | Fintech

Financial Health: The Key to Better Banking Outcomes

DESIGN DIRECTION

Google Suite | Figma | InVision | Canva

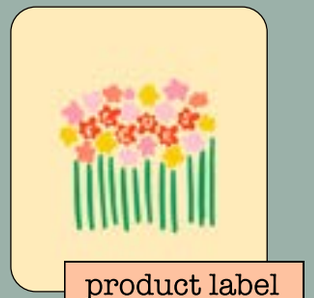
I have an eye for design and a passion for finding engaging ways to present information. As audience preferences shift and the marketing landscape evolves, I believe visuals are a crucial element to augment content and enforce brand identity.

While I am still learning the ropes of design tools like Figma and Procreate, I have had many opportunities to practice my creative direction across a variety of personal and professional projects. My involvement has ranged from concepting and wireframing to directing and designing as I collaborated on product packaging, one-pagers, websites/ landing pages, infographics, events, and beyond.

I have had the pleasure of working with a number of UX and graphic designers on a freelance basis, but have also spent time working directly with in-house staff to create impactful visuals that align with my content.

click to view

product label


product label

infographic

event menu

header image

ANALYTICS & REPORTING

Google Analytics | Databox | Agency Analytics

From planning to publishing and beyond, data provides irrefutable evidence of what works and what doesn't. It's the fuel that drives decisions, informs strategy, and allows me to track progress so that I can tweak my approach to better align with goals.

At each company I've worked with, I've relied on data at every stage of the content creation process. During the planning stages, I rely on data to perform keyword research, identify topic opportunities, and reveal trends, patterns, and insights that give me a competitive edge. When writing or creating content, I leverage statistics to enrich content experiences, inform my audience, and establish authority. After publishing, I use analytics and reporting tools to monitor content effectiveness, make adjustments, and communicate performance to clients, executives, and other stakeholders.

In an age when we have instant access to mountains of data, the ability to harness, interpret, and express it is more powerful than ever.